



BRITISH  
FASHION  
COUNCIL



# Institute of Positive Fashion Forum 2025

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# Acknowledgements



# Introduction

In March 2025, the BFC hosted its fifth annual Institute of Positive Fashion Forum. The event marks five years since the launch of the Institute of Positive Fashion (IPF), the BFC’s climate think and action tank, established to convene the fashion industry to address its environmental and social impact.

The IPF gathers evidence to create frameworks and roadmaps for coordinated business action and systems-level change. It leverages the BFC strategy, which fuels responsible growth and drives innovation, by convening a network of engaged designers and businesses.

Since 2020, the IPF has commissioned and carried out invaluable and impactful research, developing a series of industry reports which create roadmaps for change. It also shares best practices and deep industry insights on key areas impacting our industry. An example of this is the IPF’s flagship programme, the groundbreaking Circular Fashion Ecosystem (CFE) project, which the BFC launched as a Roadmap for Change in 2021.

More recently, the IPF’s work has informed the creation of two important frameworks.

1. The Circular Fashion Innovation Network (CFIN): An industry-led programme led by the BFC and UK Fashion and Textile Association in partnership with UK Research and Innovation, which aims to support and guide the creation of a circular fashion ecosystem in the UK.
2. The Low Carbon Transition (LCT) Programme: This programme helps businesses identify opportunities to integrate circular economy principles into their operations while strengthening connections with their customer base. The LCT programme has assisted 50 London-based SME fashion businesses in measuring their emissions and creating a tailored decarbonisation roadmap through 2030.

Current efforts are only a starting point to meeting international targets, and the fashion industry must accelerate its transition before it is too late. Therefore, as part of the IPF’s work, we want to enhance alignment in UK Fashion’s approach to net zero.

In light of the complex existing landscape of sustainability frameworks and ambitions, the BFC will build on and align with these to set the ambitious yet pragmatic goal to accelerate the UK fashion industry’s alignment with the Paris Agreement’s 1.5°C pathway, reaching net zero globally in 2050. The IPF plays a crucial role in achieving this goal, as it sits at the intersection of industry and government and is focused on championing creativity and sustainable business. The IPF’s renewed focus will deliver progress across three pillars:

1. Business change through circular economy
2. Climate and nature
3. Social change

This report summarises key discussion points from keynote addresses and panel sessions. The resulting outcomes inform the evolution of the UK’s Industrial Change Strategy and guide organisations in advancing a more sustainable future for fashion.



## IPF Forum 2025

This year’s IPF Forum focuses on circularity, carbon reduction, and social change. It hosts another incredible lineup of speakers and workshops for the audience to participate in, including:

- Keynotes from thought leaders
- Panel sessions with industry experts
- Showcases
- Speakers
- Future of Fashion Innovation Showcase
- Promote and celebrate BFC’s work with Colleges Council through its Student Fabric Initiative





# Keynotes

THE ESSENTIAL TAKEAWAYS AND ACTION POINTS  
FROM FIVE KEYNOTE SPEECHES





Keynote 1:  
In conversation  
with Farhana Yamin

S P E A K E R :

**Farhana Yamin**  
Lawyer, author, climate justice funder & activist

M O D E R A T O R :

**Sarah Kent**  
Chief Sustainability Correspondent, Business of Fashion

Described as a “powerhouse of climate justice” by the judges of the 2020 Women’s Hour BBC’s Power List, Farhana Yamin is an internationally renowned lawyer and climate activist. She runs the Climate Justice and Just Transition Collaborative, which convenes some of the world’s largest climate philanthropies to shift power and resources to those on the frontlines of systemic inequalities.

Sarah introduced the keynote by expressing that this year’s IPF Forum is one of the most important events since IPF was founded five years ago, as the push for a more responsible fashion industry is now more vulnerable than ever due to global politics, market instability, and cultural shifts.

During the conversation, Sarah and Farhan reflect on the fashion industry’s turbulent journey with sustainability – from initial disengagement to a wave of engagement sparked by moments like the Paris Agreement, and now back, after a decade, to a period of renewed political and market uncertainty. Here are some of the key takeaways from her conversation with Sarah Kent.

F O R B U S I N E S S

Farhana emphasises that shifting societal attitudes towards consumerism and consumption plays a vital role in shaping the reactions of businesses and industries, as they are fundamentally guided by consumer demand. She suggests that as the fashion sector increasingly embraces sustainability, it will demonstrate a broader societal change in attitudes.

Farhana notes that while science was initially considered the primary solution to the fight against climate change, it is now evident that altering behaviour is essential. She argues that only authentic behavioural changes within businesses and among policymakers will enable the reconfiguration of a new, fairer society.

She also acknowledges that business should not feel obliged to get sustainability right from day one, but should instead accept that transitioning towards sustainable fashion will be a long-term process. Therefore, Farhana cautions against setting unrealistic expectations that might make businesses feel like they are constantly failing to meet targets. Instead, she stresses the importance of making progress, adapting practices, and steadily moving towards a more sustainable and equitable future.

F O R G O V E R N M E N T

Farhana notes that the current Trump administration represents the third instance she has witnessed a US administration attempting to undermine multilateral environmental cooperation, recalling George W Bush withdrawing from the Kyoto Protocol in 2001 and Donald Trump twice pulling out of the Paris Agreement, in 2020 and again this year.

However, Farhana emphasises that previous periods of climate change resistance and inaction have been overcome by sticking to facts and remaining committed to the vision of climate justice. This includes maintaining a firm stance on the demand for environmentally friendly and ethically produced clothing.

F O R C I T I Z E N S

Farhana says that there’s never been a bigger concentration of power between those who hold regulatory power, those who hold media power, and those with enormous wealth. Therefore, she stresses the need for public resistance, suggesting actions such as joining local groups, buying company shares, and participating in protests to challenge those in power. Furthermore, she advocates for more conscious consumerism, such as opting for vintage and second-hand items and selecting responsible products and suppliers.

For people who work at organisations that don’t have a culture of sustainability, Farhana encourages them to become agents of change by finding allies, holding the C-suite to account, and fostering internal progress.

Finally, Farhana acknowledged that while progress might sometimes feel slow, the green community must remember it is still a young movement and that meaningful change is happening.

“If there is a message I want  
to convey, it is: hold the line.”

- FARHANA YAMIN





## Keynote 2: In conversation with Andrea Baldo

**S P E A K E R :**

**Andrea Baldo**  
Chief Executive Officer, Mulberry

**M O D E R A T O R :**

**Bella Webb**  
Sustainability Editor, Vogue Business

CEO of the iconic British lifestyle brand Mulberry, Andrea Baldo has had a storied career in fashion. Before joining Mulberry in 2024, Andrea was CEO of the progressive luxury brand GANNI for five years, following on from being CEO of the Italian leather goods brand Coccinelle. He has also held the position of General Manager at luxury fashion houses Marni and Maison Martin Margiela, as well as several top management positions at Diesel.

Here are some of the major points from his conversation with Bella Webb about sustainability in luxury fashion.

**F O R   B U S I N E S S**

Andrea acknowledges that businesses operate within a capitalist system where capital is allocated based on return. Therefore, he argues that to make a difference and create fashion for good, companies still need to perform well and be profitable. Andrea says one way to strike that balance is to develop a strategy that uses sustainability objectives as a point of difference, finding an angle that resonates with their customers. However, he stresses that this alone is not enough and that it is also necessary to transform the company’s culture. He says a sustainability strategy should not remain confined to the boardroom but should live in the offices and in the thousands of decisions made daily across a company at all levels.

Furthermore, Andrea states that companies must invest in their supply chains to ensure product longevity and concentrate on creating “icon” products that consumers are willing to invest in and keep for a long time. For fashion brands to achieve this, he says that design should be central to all sustainability strategies.

Andrea aims to incorporate Mulberry’s ‘Made to Last’ manifesto into a business model that generates profits. ‘Made to Last’, Mulberry’s sustainability programme, focuses on two main pillars: increasing circularity to ensure products remain in the market, and using regenerative farming to reduce carbon emissions. Mulberry’s commitment to sustainability was rewarded when it achieved B Corporation status in 2024.

**F O R   C I T I Z E N S**

Andrea emphasises the importance of bringing customers along on the sustainability journey in an authentic way, acknowledging that this can be counterintuitive in the luxury sector, where brands typically focus on presenting only their best image. Therefore, transparent communication is essential.

If companies are to achieve circularity at scale, Andrea suggests that the industry’s perspective on transactions needs to shift. He proposes that instead of focusing on the initial transaction, the emphasis should be on the length of customer relationships and the frequency of customer touchpoints. He argues that while the initial transaction might have a lower margin in a circular economy, taking customers on the sustainability journey will increase the volume of touchpoints and, in turn, the value of transactions over time. Andrea characterises this as an investment in the future, requiring companies to be courageous enough to take the risk of thinking long-term and future-proofing the business.

Andrea also emphasises that forming emotional connections with customers is crucial for achieving circularity. The goal should be for products to be cherished, stay within families, and be passed down through generations. According to Andrea, this stems from craftsmanship, which should be integrated into a company’s sustainability strategy from the outset, offering the dual benefit of being profitable and sustainable.

**“Craftsmanship should be integrated into a company’s sustainability strategy from the outset, offering the dual benefit of being profitable and sustainable.”**

- A N D R E A   B A L D O





**Keynote 3:**

# Jalaj Hora: Future threads

**Weaving generative technologies,  
regenerative materials, circular design  
& climate preservation in fashion**

**S P E A K E R :**

**Jalaj Hora**  
Founder and Chief Executive Officer, Synthegrate

A visionary engineer and systems strategist, Jalaj Hora is dedicated to integrating technology, design, and sustainability to drive innovation and planetary wellbeing. His career spans leadership roles in product innovation, supply chain transformation, and digital ecosystems across global brands. As VP of Product Innovation and Consumer Creation at Nike, his teams scaled a digital ecosystem that linked design, manufacturing, retail, and marketing, while managing Nike’s sustainability technology portfolio. Previously, as SVP at Burberry, Jalaj led materials innovation, digital prototyping, and sustainable manufacturing, setting new industry standards for regenerative materials and low-impact production.

**Below are the highlights of Jalaj’s speech and Q&A session.**

Jalaj argues that the biggest threat to the fashion industry isn’t artificial intelligence (AI), technology, or fast fashion. Rather, the biggest threat is the unwillingness to imagine a new model to replace the linear consumption process of design, make, sell, use, and discard. He suggests that while the industry tinkers at the edges of sustainability, it continues to operate under these outdated rules. Jalaj believes that the necessary change is a systematic reinvention, not incremental fixes, requiring a willingness to abandon traditional ways of working.

Jalaj emphasises that technologies capable of revolutionising fashion sustainability, such as AI, synthetic biology, and blockchain, already exist and should be embraced. He says that the missing element is the will across the industry to integrate and meaningfully adopt these technologies at scale. According to Jalaj, AI can already introduce sustainability into processes, ensure longevity, and reduce waste. He also believes that synthetic biology and regenerative materials can restore balance to nature, transforming fashion into a climate-positive force. Furthermore, Jalaj suggests blockchain can build trust, enable circularity, and empower consumers with verified choices.

Jalaj advocates for the systematic implementation of AI models across the entire supply chain to incorporate more sustainable practices, conscious business models, and seamless integration. However, he cautions that technological developments alone are not enough, and a willingness to embrace change is essential. He calls for collaborative efforts within the industry, moving away from siloed operations towards a mindset where supply chains are transparent and regenerative by default. He argues that technologies such as digital passports should be mandatory, emphasising the need for fully transparent and regenerative supply chains.

Jalaj concludes by saying that this shift in mindset can drive behavioural change and propel the industry forward towards a more sustainable future.

**“The biggest threat to the future  
of fashion is not AI, it’s not even  
technology, it’s not even fast fashion –  
it is our unwillingness to imagine  
a different system.”**

- J A L A J H O R A



Keynote 4:

# The IPF’s Low Carbon Transition Programme

S P E A K E R S :

- Maria Grachvogel**  
Creative Director & Founder, Maria Grachvogel

**Patrick McDowell**  
Creative Director, Patrick McDowell

**Rosella Vaccaro**  
Head of Product, Bella Freud

M O D E R A T O R :

- Mete Coban MBE**  
Deputy Mayor of London for Environment and Energy

This keynote brings together three visionaries from the fashion industry who are also part of the IPF’s Low Carbon Transition Programme in conversation with Mete Coban, Deputy Mayor of London for Environment and Energy and Chair of ReLondon, London’s circular economy and recycling body. Mete spoke of his personal experience growing to care about the issue, when he learnt that the worst impacts of climate change often hit the communities who have done the least to cause it. Mete highlights the green transition being one of the biggest opportunities in the twenty-first century as well as being one around social, racial, and economic justice for working Londoners and tackling inequality at its core. Finally, he also highlights the importance of small businesses in the green transition.

Fashion visionary and digital artist Maria Grachvogel puts the woman at the heart of her work and encourages Slow Fashion, with each collection offering limited-edition, new pieces that cannot be mass-produced. In her

role as Head of Product at Bella Freud, Rosella Vaccaro is a passionate advocate for responsible product management, driving transparency and sustainability across the supply chain. Patrick McDowell’s fashion brand has solidified its presence on the global fashion stage through its commitment to sustainable and circular business practices that do not compromise on creative flair.

Here, we catch up with some of the key points from a fascinating conversation about the IPF’s Low Carbon Transition Programme, which has supported 50 London-based small and medium enterprises (SMEs) with the tools and expertise to decarbonise and move to more circular models.

**F O R   B U S I N E S S**

Maria begins by explaining that her brand chose to join the Low Carbon Transition Programme to facilitate its move towards becoming more on-demand and agile, leveraging tools to measure its impact for the first time. Rosella discusses how the programme enables Bella Freud to collaborate with other SMEs and share experiences, noting that many businesses encountered similar challenges. This realisation has empowered brands to work collectively towards improvement.

Patrick agrees, observing that designers spend a considerable amount of time engaging with editors and buyers, but rarely have the opportunity to speak with each other. They explain that the programme allows them to understand the challenges and concerns designers face at similarly sized brands, prompting them to collaborate and consider alternative approaches. Rosella says that the programme has helped her to involve her team in essential sustainability discussions, enabling everyone to become a stakeholder in reimagining the business.

Maria also raises the challenge of Minimum Order Quantities (MOQs) and suggests that governments could facilitate collaboration between suppliers and brands, enabling collective purchasing of certain fabrics, such as responsible wool. Patrick supports this idea, saying a centralised pool for materials would be helpful due to the substantial impact of fabric on a garment’s overall footprint, suggesting that addressing this issue could trigger a reduction in emissions.

**F O R   G O V E R N M E N T**

Mete highlights that there are different layers of government which are responsible for different things which inevitably affects brands’ ways of working and recognises that coherent communication is crucial when

it comes to changes in regulation. Mete asks how government and policymakers can provide greater support to brands. Patrick suggests that incentives for businesses adopting sustainable practices could significantly impact and accelerate the transition, as could penalties for businesses that do not. Rosella highlights that SMEs require assistance with training on legislation, while Maria proposes a resource that enables brands to stay informed about the constant legislative changes and their compliance implications. She argues that this would be an invaluable development because SMEs often lack the resources to manage this internally. Mete contributes his own suggestion around collective bargaining and asks how the BFC and City Hall can further support SMEs, for example enhancing better collaboration to negotiate better prices for materials that may be otherwise inaccessible to smaller brands due to price issues. Rosella links this back to MOQs which was a key challenge and takeaway found in the programme – she confirms that a platform or service would be helpful for designers to collectively buy from a selected range of fabrics.

**F O R   C I T I Z E N S**

Mete observes that young people have high expectations of brands and shop much more consciously comparatively to previous generations and that this represents as huge business opportunity for brands. The conversation shifts to the issue of how to better communicate sustainability goals to their customers. Rosella states that the programme gives Bella Freud confidence that it is pursuing the right course of action, which has informed the brand’s communication strategy. Maria adds that the ability to measure impact is crucial for enhancing communication.

**“You can’t change such an enormous thing [as climate change] without a much more collaborative effort – it has felt like a real community of people you can talk to and there has been an incredible level of support.”**





# Keynote 5: What’s next for fashion?

S P E A K E R S :

- Alex Beasley**  
Regional Manager for Northern Europe, Patagonia
- Dominic Kavakeb**  
Co-director of Campaigns, Global Witness
- Jamie Gill**  
Founder, The Outsiders Perspective
- Zehra Zaidi OBE**  
Lawyer, policy strategist, and Mission Holder, Dark Matter Labs

M O D E R A T O R :

- Sarah Kent**  
Chief Sustainability Correspondent, Business of Fashion

The final keynote of IPF 2025 brings together a panel of experts to discuss what the future of fashion has in store, against a backdrop of uncertainty and turbulent geopolitical events. Alex Beasley is Regional Manager for Northern Europe with Patagonia, an iconic brand that donates at least 1% of its global sales to grassroots environmental groups. At Global Witness, Dominic Kavakeb works on delivering high-impact communications campaigns, having been involved in curating and delivering numerous impactful media stories. Zehra Zaidi works at innovation agency Dark Matter Labs, focusing on global governance, risk, and diplomacy issues. An Executive Board Member of the British Fashion Council, Jamie Gill founded The Outsiders Perspective, which is dedicated to supporting the industry in increasing representation in operational roles.

Below are the key insights from an illuminating conversation, through expert moderation by Sarah Kent.

F O R B U S I N E S S

Jamie states that we are beginning to see a backlash against businesses that have recently opposed diversity, equity, and inclusion (DEI) values in support of the current US President, with their share prices falling and consumers turning against them. He suggests that the UK fashion industry has an opportunity to leverage a competitive advantage because UK businesses remain committed to DEI policies.

In a world where regulatory pressure is rolling back, consumer appetite for products that are more responsible is unclear and where there is investor backlash on some sides against some companies pursuing DEI and climate efforts, Sarah challenges what the business case is for companies not yet established on these values. When faced with a movement against DEI, Alex argues that brands can demonstrate their authenticity by staying true to their values and being clear with the public about their principles. He emphasises that brands must uphold their values because it helps them to withstand any challenges that might divert them from their mission. He also believes that profit is the outcome of doing things right, so companies must trust that people will care enough to invest in businesses that prioritise doing the right thing.

Zehra says that fashion is a vanguard for many positive developments and shares an experience of working with Afghan women and girls. These women and girls are denied the right to go out in public, work, or

attend school but can use crafts to provide for their families, highlighting the power of fashion. However, Zehra stresses that the industry must improve its communication with other sectors and learn from other industries. This is reinforced by Sarah who highlights that the fashion industry has a huge opportunity to influence the conversation but has also struggled to do this effectively and needs to communicate better in a way that resonates with people.

F O R G O V E R N M E N T

Dominic observes that politicians are increasingly emboldened to reverse DEI policies and legislation addressing climate change because they are driven by perceived voter sentiment. He argues that advocating for positive action must therefore focus on communicating with the public, rather than solely on government lobbying. He also says that fashion starts conversations, and those conversations should be supported with campaigning.

Dominic points out that those who oppose DEI and climate policies are vocal. Therefore, he argues that amplifying voices in response will increase the likelihood of collective action and positive change, and that the fashion industry can play a leading role in this effort.

F O R C I T I Z E N S

Zehra says that everyone possesses the power to be an agent of change and explains that fashion empowers individuals to challenge patriarchal structures and provides a sense of value and purpose in contexts where these are often denied.

Jamie notes that while overall statistics on gender, ethnicity, and LGBTQ+ diversity within the fashion industry appear satisfactory, representation decreases significantly at leadership levels. He stresses the need to address this disparity and improve diverse representation in leadership roles. Dominic’s parting words on what’s next to the audience was to remind us all that though change takes time, it does happen - by quoting Martin Luther King Junior.

“The arc of history bends  
towards justice.”

- MARTIN LUTHER KING JNR





# Panel Sessions

THE KEY TAKEAWAYS AND ACTION POINTS FROM  
FIVE PANEL SESSIONS



# Panel session 1: Decarbonising UK fashion

THE PANEL:

- Moderator: Dax Lovegrove**  
Sustainability and ESG consultant
- Chris Guest**  
Director of Climate & Nature, and ESG Reporting, Burberry
- Katharine Beacham**  
Head of Sustainability in Clothing & Home, Marks & Spencer
- Philippa Grogan**  
Sustainability Manager, Nobody’s Child
- Shailja Dubé**  
Deputy Director, Institute of Positive Fashion, BFC
- Wendy Whewell**  
Head of ESG & Climate Change, Santander UK

## Context

Fashion’s contribution to the climate crisis is no longer in question - it is one of the highest-emitting sectors globally, and its decarbonisation is essential for meeting the UK’s net zero goals. Despite years of sustainability commitments, real change has been slow, fragmented, and largely insufficient. Delivering meaningful emissions reduction by 2030 will require transformation at every level: from how clothing is made, worn, and disposed of, to the financial, digital, and policy systems that underpin the industry.

At the IPF Forum 2025, stakeholders across fashion, investment, tech, and sustainability come together in a fast-paced, solution-oriented “hack” session. The goal is simple: generate bold, practical interventions to accelerate decarbonisation across the UK fashion ecosystem. In just one hour, participants propose ambitious ideas to shape a lower-carbon future. These ideas are presented below across the three areas where action is needed most: businesses, citizens, and government.

## Panel discussion summary

The panel discussion explores the urgent challenges and opportunities inherent in integrating sustainability, focusing on:

BUSINESSES

- UK businesses increasingly face investor scrutiny, incoming regulation, and shifting consumer expectations around climate impact. The panel highlight key enablers for fashion brands and retailers to reduce emissions across their operations and value chains:
- **Improve emissions data and traceability:** The panel stresses the importance of improving emissions data, particularly across Scope 3, emphasising how better data leads to better decisions. They discuss promising solutions such as a shared industry emissions database and using blockchain and AI to track a garment’s entire lifecycle, augmenting the impact and automating reporting along the way.
  - **Embed climate accountability in funding decisions:** Our panel stress the need for climate accountability in funding decisions. This means linking access to capital with demonstrably better climate performance and prioritising investments in low-carbon innovation and infrastructure. The message is clear: the private sector needs to move beyond pilot projects and feel-good stories. It’s time to invest in the actual systems and capabilities that drive measurable, lasting change.
  - **Align decarbonisation strategies to commercial growth opportunities:** Panellists emphasise that focusing solely on environmental imperatives isn’t enough to drive real change. The key is to align sustainability priorities with commercial growth opportunities. Scaling circular business models – such as rental, resale, repair, and remanufacturing – offers a powerful way to differentiate in the market and contribute to a more sustainable future.

CITIZENS

While some customers are eager to embrace sustainability, they can’t do it as an isolated decision. Our panel acknowledge that cost, convenience, and confusion often stand in the way of sustainable choices. The panellists discuss how to empower consumers to contribute meaningfully to a greener fashion future. Several ideas emerge:

- **Nudge towards sustainability:** Make sustainable options, like rental or resale, the default at the point of sale.
  - **Transparency is key:** Introduce “carbon calorie counts” on clothing labels, making the environmental impact of each purchase clear and comparable.
  - **Gamify green choices:** Develop engaging apps and tools that educate, incentivize, and reward low-carbon decisions.
  - **Repair, reuse, relove:** Promote a culture of repair and care, supported by accessible local services and community infrastructure.
- The consensus is that UK customers are ready and willing to embrace smarter, more sustainable consumption habits. They need the right tools, clear information, and greater access to make it happen.

GOVERNMENT

- Panellists are aligned in their call for stronger UK policy leadership to create a level playing field and accelerate industry-wide progress. Key proposals include:
- **Establish stronger regulations:** Implement Extended Producer Responsibility (EPR)<sup>1</sup> to make brands accountable for end-of-life impacts. And introduce mandatory carbon labelling, and disclosure requirements across the value chain.
  - **Stimulate growth and innovation:** Either through direct investment using public funding, or greater incentives to de-risk investment into circular infrastructure and low-carbon innovation. At a local level, the panel addressed the need to support local repair and reuse economies through grants, business rates relief, and education.

“Government was seen not just as a regulator, but as a catalyst - able to convene, fund, and enforce the frameworks needed to drive transformation at scale.”



# Breakout group discussion summary

Following the panel discussion, the following questions are posed:

## Q1 What policies are needed to ensure businesses (both large and small) are incentivised towards this?

**Financial incentives:** Implement tax breaks and subsidies for businesses, particularly SMEs, that adopt low-carbon materials and manufacturing processes. This can offset the higher initial costs often associated with sustainable practices.

**Supportive regulatory environment:** Develop flexible regulations that encourage innovation in sustainable materials and manufacturing, similar to the approach in the Netherlands. This includes streamlining certification processes and promoting the adoption of Digital Product Passports (DPPs)<sup>2</sup>.

**Investment in infrastructure:** Invest in research and development of low-carbon materials and manufacturing technologies. This includes supporting pilot projects and scaling successful innovations.

**Collaboration platforms:** Facilitate industry-wide collaboration by establishing platforms for knowledge sharing and best practice dissemination. This can help smaller businesses access expertise and resources.

## Q2 What can be done to accelerate progress towards materials choices that are aligned to limiting global warming and work towards a responsible future?

**Increased investment:** Substantial investment is needed to address the scarcity and high cost of low-carbon materials. This requires both public and private sector commitment.

**Industry collaboration:** Foster collaboration across the value chain to develop and scale the production of sustainable materials. Large businesses should support their smaller suppliers in transitioning to sustainable practices.

**Data transparency and standardisation:** Promote robust data collection and standardised certifications for materials to enable informed decision-making and increase transparency.

## Q3 What more can be done to accelerate progress within manufacturing that is aligned to limiting global warming and work towards a responsible future? How can we stimulate more broader collaboration across the industry?

**Upskill leadership:** Invest in training and development programmes to enhance leadership understanding of sustainability and its integration into core business strategies.

**Cross-functional collaboration:** Encourage collaboration between different departments within businesses (e.g., design, production, marketing) to embed sustainability throughout operations.

**Knowledge sharing:** Facilitate knowledge sharing and best practice dissemination across the industry to accelerate the adoption of sustainable manufacturing processes. Showcase successful examples

**Promote localisation:** Encourage local sourcing, optimised material utilisation, and a shift towards local manufacturing to reduce transportation emissions and support local economies.

## Q4 Customers need to be better engaged in low-carbon fashion. How can businesses do this? What good examples can we learn from?

**Education:** Raise awareness about the environmental and social impacts of fashion consumption through impactful marketing campaigns and clear messaging. Educate consumers on sustainable alternatives, such as repair, rental, and resale schemes. Start early by instilling sustainable values in childhood education.

**Transparency and labelling:** Leverage technology and AI to improve the accuracy of product labelling and provide consumers with clear information about the environmental footprint of garments. DPPs can play a key role in enhancing transparency.

**Community building:** Create community sharing platforms, especially for luxury brands, to foster a sense of belonging and promote responsible consumption through shared experiences.

**Highlight good examples:** Showcase businesses that are successfully engaging customers in low-carbon fashion. This can inspire other companies to adopt similar strategies. Examples could include brands that offer transparent product information, promote repair services, or facilitate resale platforms.

# Key emerging themes

- **Data-driven transformation:** Robust data collection, standardised certifications, and industry-wide collaboration are essential for driving systemic change.
- **Consumer education and empowerment:** Educating consumers about the impact of their choices and promoting sustainable alternatives are crucial.
- **Policy and regulation:** Incentivising sustainable practices, promoting transparency, and regulating unsustainable practices are essential for driving industry change. A Textiles EPR scheme is necessary to create the right legislative conditions to help drive change in the UK market





# Panel session 2: How to get ahead in sustainability communications

THE PANEL:

- Moderator: Kati Chitrakorn**  
CNN Style Editor, EMEA and Financial Times Luxury Consultant
- Anna Foster**  
Founder and Creative Director, E.L.V. DENIM
- Bernice Pan**  
Founder & Chief Creative Officer, DEPLOY
- JD Shadel**  
Editor-at-Large, Good On You
- Rosie Wollacott Phillips**  
Head of Group Sustainability, Mulberry

## Context

Citizens have a significant role in advocating for systemic change within the fashion industry to achieve sustainability targets. Research from the Intergovernmental Panel on Climate Change (IPCC)<sup>3</sup> indicates that mobilising a small percentage of the population can trigger widespread change and establish new social norms.

This session explores the impact of brand storytelling and sustainability communications in influencing consumer behaviour. It examines how brands and retailers can leverage their platforms to empower consumers, enabling them to hold businesses and policymakers accountable, access opportunities to support change, and amplify the voices of future generations.

In response to the EU Green Claims Directive (European Commission)<sup>4</sup>, UK businesses must adhere to the Competition and Markets Authority (CMA) guidelines<sup>5</sup>, substantiating environmental claims with scientific evidence to ensure transparency and build consumer trust.

## Panel discussion summary

BUSINESSES

Panellists agree that effective sustainability communications must be grounded in genuine action. Brands should communicate authentically, transparently conveying both successes and challenges in their sustainability journey. This transparency is fundamental for building consumer trust and establishing brand credibility.

Transparent and accurate communication necessitates internal alignment and collaboration across all business functions. A clear glossary of sustainability terms and comprehensive employee training are essential for consistent messaging.

The fashion industry must move beyond product sales and actively empower consumers to care for their garments. Providing accessible information on garment care can extend clothing lifespans, contributing to a more sustainable fashion ecosystem.

CITIZENS

The panel explore the media’s role in making sustainable fashion more accessible, highlighting the need for clear explanations of complex issues, certifications, and industry terminology.

Independent sustainability ratings, such as those provided by Good On You, are vital for bridging the information gap between consumers and brands. These ratings incentivise brands to enhance transparency and communicate their sustainability progress, empowering consumers to make informed purchasing decisions and drive positive change within the industry.

GOVERNMENT

Panellists acknowledge that the current narrative around sustainable fashion often places an undue burden on consumers, expecting them to be well-informed and drive industry change through purchasing decisions. The lack of standardised reporting frameworks hinders consumers’ ability to compare and assess information effectively. Governments can address this by establishing clear guidelines and frameworks that promote transparency, ensuring consistency and comparability across the industry. A unified and consistent language around sustainability is essential to prevent greenwashing.

Furthermore, the panel recognise the diverse challenges faced by businesses of varying sizes, emphasising the need for tailored institutional support and guidance to facilitate their transition towards sustainable practices.





# Breakout group discussion summary

The audience engages in breakout group discussions focusing on three key questions:

**Q1 How can business units work better together to improve communications to citizens?**

To effectively communicate sustainability efforts and build consumer trust, businesses must foster closer collaboration between departments, ensuring a unified and transparent message. This requires empowering communication teams with upskilling opportunities, providing adequate support, and integrating them into core business functions.

**Q2 What more can governments and regulations, such as the EU’s Green Claims Directive and CMA guidelines, do to help businesses to enable transparency?**

The groups advocate for mandatory cross-industry disclosure requirements, utilising standardised sustainability metrics that all companies would be obligated to report on. This standardised framework would promote transparency, reduce greenwashing, and empower consumers with comparable information.

**Q3 What public campaigns can government drive forward to help educate the public with wider climate understanding?**

Government-led campaigns should move beyond simplistic messaging and address the complexities of sustainable fashion. Drawing inspiration from successful public health campaigns, governments can raise awareness about the potential health impacts of unsustainable textile production, educating and mobilising consumers to demand change.

# Key emerging themes

- **Transparency and accountability:** Businesses must demonstrate transparency by acknowledging both their achievements and challenges in their sustainability journey. This requires internal alignment and consistent messaging across all departments. Providing clear information on garment care and repair is crucial for empowering consumer choices.
- **Standardised reporting and transparency:** Standardised reporting frameworks and increased transparency are essential for empowering consumers and preventing greenwashing. Governments must establish clear guidelines and provide tailored support to businesses of different sizes.
- **Media engagement and consumer empowerment:** The media plays a crucial role in demystifying complex sustainability issues, while independent ratings empower consumers to make informed purchasing decisions, incentivising brands to improve their sustainability performance.





Panel session 3:

# Decoupling: An opportunity to reframe business-as-usual

THE PANEL:

- Moderator: Bella Webb**  
Sustainability Editor, Vogue Business

**Amy Powney**  
Creative Director & Partner, AKYN

**Francois Souchet**  
Managing Director, Swanstant

**Hasna Kourda**  
Co-Founder & CEO, Save Your Wardrobe

## Context

Decoupling, which is the process of increasing economic output while mitigating negative environmental impacts, is increasingly critical for the fashion industry as product cycles accelerate and inventories grow. This session explores how decoupling can enable brands to address resource inefficiency and enhance profit margins through waste reduction and optimised production levels. Key discussion points include market trends supporting this shift, such as the growing demand for circular products, and the potential of decoupling to enhance efficiency, reduce markdowns, and foster creativity. The session also examines how minimising waste and excess inventory aligns with net-zero targets, while the development of value-added services and circular offerings can drive both sustainability and profitability.

## Panel discussion summary

### BUSINESSES

The panellists agree that the traditional emphasis on turnover as a growth metric requires re-evaluation. This is essential for the fashion industry in particular, as growing rates of product return in the current consumer landscape can challenge the age-old equation of sales growth with profitability. Companies need to start considering data within their business and align their business models with evolving consumer behaviours and sustainability imperatives.

While shifting away from production-turnover centric metrics may present challenges with investors accustomed to traditional growth metrics, there is a growing awareness of the risks associated with overproduction. Citing the case of an anonymous brand, the panellists highlight the difficulties it faced in raising finance due to past overproduction, particularly in the context of the EPR schemes. The investors factored in substantial costs for managing the end-of-life of their products for upcoming EPR rules. This situation serves as a stark reminder that unsustainable practices can have significant and unforeseen financial consequences, even years down the line. Investors are increasingly recognising these risks and scrutinising companies’ long-term sustainability strategies.

While highlighting circularity and circular business models as an opportunity to decouple growth from profitability, panellists discuss the risks of only relying on resale, renting, and repairability as pillars of circularity in their business. Companies need to prioritise design for circularity, factoring in life-cycle costs from the outset. For example, designing products for repairability can reduce post-sale expense.

### CITIZENS

The panel highlight how today’s consumers have a radically different spending pattern. Analysis of consumer spending patterns over the last 25 years changing priorities towards experiences, travel, and other sectors. This underscores the need for businesses to understand evolving consumer preferences and adapt their strategies accordingly.

One example is a rising segment of conscious consumers who purchase new products less frequently. This necessitates a reimagining of customer engagement. In recent years, luxury brands have entered the hospitality industry to give their customers a tangible experience of their lifestyle embodied by their brand.

Drawing parallels from the electronics sector, panellists discuss Apple as a case study whose revenue from its service segments has steadily risen from to around 20% over the last years . Decoupling from a product sales-driven growth strategy to such post-sales strategies extends the relationship beyond the point of sales, retaining the opportunity for consumers to interact further with brands.

### GOVERNMENT

The panel emphasise the role of new sustainability rules, in particular Ecodesign for Sustainable Products Regulation and the Digital Product Passport (European Commission) introduced by the regulation, alongside EPR schemes extending beyond mere compliance to a strategic exercise. New rules effectively signal a switch for companies to understand how to design sustainable products and build traceability for them throughout their life cycle.





# Breakout group discussion summary

The breakout group discussions address the following fundamental questions:

**Q1 How can businesses start to embed decoupling principles? And how can businesses communicate this to their customers?**

Participants identify circularity as a key driver of responsible business growth. This includes designing for durability and recyclability, repairing products, and using recycled materials. These practices can build brand trust and potentially allow for higher pricing. Businesses can learn from resilient small enterprises, re-evaluate long-term sustainability strategies, consider localising their value chains, and prioritise intergenerational well-being. Innovative thinking and unconventional solutions are also encouraged.

To achieve this, businesses need tangible solutions and collaboration across their value chain. This requires greater transparency and data sharing, potentially using technology to improve data collection and impact measurement. Performance should be measured not just financially, but also by environmental and social value. This could include participating in the voluntary carbon market, exploring carbon offsetting and innovative finance mechanisms, and transitioning towards a well-being economy framework.

Communicating these commitments to customers is crucial. This involves explaining the company’s approach to product stewardship, perhaps through EPR initiatives. A consumer-centric approach could include repair facilities, tutorials, and digital platforms for communication and engagement. Storytelling, such as documenting the history of a product or challenging the stigma of visible repairs, can further engage consumers. Public education and community initiatives focused on reducing, reusing, and repairing products are also essential. Digital platforms can enhance customer engagement and provide information about sustainable practices.

**Q2 What can governments do to support these actions so they are not costing the business more?**

Participants suggest that decoupling should move beyond taxing unsustainable products towards incentivising sustainable practices through measures such as tax returns for purchasing from sustainable businesses, promoting sustainable brands, setting import caps, or sanctioning waste. Other governmental actions could include educational campaigns and voluntary EPR schemes focused on the overall material mix.

The public sector can play a significant role in incentivising decoupling within the fashion industry through various policy measures, such as tax incentives for businesses adopting sustainable practices or subsidies for small brands pursuing sustainability certifications and consumers purchasing from sustainable businesses. Alongside promoting responsible practices, governments could consider penalties for excessive waste generation, carefully considering potential impacts on existing inequalities.

Implementing EPR schemes that incentivise material choices and recycling, as well as setting caps and tariffs on imports of unsustainable products, can further drive improvements in fashion sustainability. Governments and the public sector can contribute to reframing value by promoting a well-being economy and investing in sustainability research, development, and innovation. Sharing learnings across industries is crucial for achieving sustainable and just transitions.

# Key emerging themes

- **Business models for decoupling:** Circularity, durable product innovation, and resilient localised business models are key for achieving decoupling in the fashion industry.
- **Enabling decoupling through collaboration and technology:** Stakeholder collaboration, technology enablement, and incorporating environmental and social value metrics into performance measurement can facilitate decoupling.
- **The role of consumers and governments:** Responsible consumption, supportive policies, and a broader shift towards a well-being economy framework are essential for driving decoupling.





Panel session 4:

# Embedding circularity and reducing emissions

THE PANEL:

- Moderator: Kirsty McGregor**  
Executive European Editor, Vogue Business
- Josephine Philips**  
CEO & Founder, SOJO
- Lucy Tammam**  
Creative Director, TAMMAM
- Mads Twomey-Madsen**  
Senior Vice President, Sustainability & Communications, Pandora
- Oliver Spencer**  
Founder, Oliver Spencer

## Context

This session examines the transformative potential of embedding circularity within the initial stages of product lifecycles – encompassing design, sourcing, and manufacturing – as a key decarbonisation strategy.

Panellists share practical strategies for reimagining product design to minimise waste, enhance recyclability, and reduce environmental impact. Innovative approaches to optimising energy use, resource efficiency, and decarbonising manufacturing processes are explored. The panel also address strategies for sustainable material sourcing to minimise carbon footprints across the supply chain.

## Panel discussion summary

### BUSINESSES

Panellists emphasise the importance of the proactive adoption of circular design and business models by fashion businesses. This includes offering robust repair services, resale options, and prioritising product longevity in design. Established luxury brands such as Mulberry and Burberry have demonstrated leadership in this area, reintroducing craftsmanship through in-house repair services to extend product lifespans.

Independent brands like Blackhorse Lane Ateliers are developing localised, customer-focused models, engaging the public in circular practices through community-building initiatives. These examples illustrate the commercial viability of circularity when integrated authentically into brand purpose.

The panel also highlight the need for measurable accountability. Integrating KPIs into business units can drive internal behavioural change and embed circular principles across all functions. Cross-sector collaboration between large fashion houses and independent designers is crucial for fostering innovation, sharing risk, and scaling circular infrastructure.

### CITIZENS

Citizen engagement and cultural shifts in consumer behaviour are powerful levers for change. The panel encourage a cultural shift regarding ownership, advocating for repair, resale, and transparency. Upskilling the public through workshops, digital platforms, and educational campaigns can foster broader support for circularity and reduce reliance on fast fashion’s disposable culture.

Consumers should demand transparency regarding labour practices, material sourcing, and emissions – information often obscured within complex supply chains. While voluntary apps and tools can be beneficial, mandatory education and labelling systems would drive more consistent and widespread impact.

### GOVERNMENT

Governments are essential for scaling the impact of circularity initiatives. Policy must transition from intention to implementation. The panel advocate for government intervention to incentivise circularity through progressive fiscal policies, citing examples such as Sweden’s VAT reduction on repair services. Strategic levers, including tax incentives, grants, and green procurement policies, can catalyse investment and mitigate the financial barriers associated with adopting low-carbon, circular solutions.

Investment in infrastructure, particularly for textile recycling, zero-carbon manufacturing, and digital product passports, is foundational. The panel also support increasing regulatory transparency, suggesting that a sustainability labelling system, similar to food hygiene ratings, could empower consumers to make informed choices.





# Breakout group discussion summary

The breakout group discussions address the following fundamental questions:

## Q1 What are the opportunities for changing current industry approaches to design, sourcing, and manufacturing to enable a significant reduction in emissions?

The participants explore practical opportunities for revolutionising the fashion industry’s approach to these key areas, identifying intervention points across the product lifecycle.

- **Design:** Discussions emphasise a shift from transient trends and disposable garments towards a design philosophy prioritising modularity, durability, repairability, and material circularity. This involves designing garments for disassembly and repair, utilising mono-materials for easier recycling, and incorporating visible repair elements. These concepts align with the EU Ecodesign for Sustainable Products Regulation. (European Commission)
- **Sourcing:** Transparency and supplier engagement are crucial for sustainable sourcing. Increased supply chain visibility and open-source databases for sustainable materials and ethical suppliers can empower brands to make responsible sourcing decisions.
- **Manufacturing:** The groups advocate for demand-led production models, such as customisation and made-to-order systems, to reduce inventory waste and overproduction. Affordability remains a barrier, requiring targeted subsidies and economies of scale.

## Q2 What government interventions can support this? Further, what else can businesses and citizens do to support?

The discussions highlight the need for a collaborative approach to accelerate the transition to a circular fashion economy.

- **Government:** A coordinated policy approach, including tax incentives, subsidies, grants, and R&D funding, is recommended to incentivise sustainable practices and support a domestic sustainable fashion industry. Regulations restricting textile waste disposal, promoting circularity, and mandating transparency are also essential.
- **Business:** Businesses must embed sustainability into their core operations, moving beyond compliance towards proactive innovation and investment in circular materials and technologies. Developing customisation models, educating consumers, and collaborating with NGOs, universities, and peers are key.
- **Citizens:** Consumers are evolving into active participants in the circular fashion economy, using their purchasing power to reward responsible brands, engaging with elected officials, and advocating for policy changes.

# Key emerging themes

- **Financial mechanisms:** Scaling sustainable innovation requires financial support and incentives for businesses, alongside conscious consumer choices that prioritise circular values.
- **Education and upskilling:** Investment in workforce training, integrating circular economy principles into education systems, and providing upskilling opportunities for citizens are crucial.
- **Transparency and collaboration:** Supply chain traceability, collaboration, mandated transparency measures, and consumer demand for accountability are essential.
- **Systems-level change:** Transitioning to a circular fashion economy requires coordinated effort, policy changes, and cultural shifts, moving beyond niche solutions towards a structural transformation.





# Panel session 5: Harmonising the UK with EU regulation

THE PANEL:

**Moderator: Lynda Petherick**  
Chief Information Officer, New Look and Non-Executive Director, BFC

**Jodie Leek**  
Head of ESG – Partner Brands, ASOS

**Marcus Hartmann**  
Head of Public Affairs & Sustainability for Region North Europe, H&M

**Nikita Jayasuriya**  
Sustainability Consultant with a focus on traceability technologies

## Context

The evolving EU sustainability regulations impact all UK brands distributing products within the EU market. Currently, the UK regulatory landscape is not fully aligned with the EU framework. This session explores the need for regulatory alignment and strategies for UK businesses to navigate these regulations.

## Panel discussion summary

BUSINESSES

Panellists observe that businesses are navigating evolving sustainability regulations across jurisdictions by implementing robust internal practices and fostering strong partnerships. Leading companies have proactively integrated sustainability into their core operations, recognising its inherent value.

Data transparency and interoperability are essential for a sustainable business ecosystem. Companies must move beyond data collection to create interconnected networks with seamless information flow. This requires promoting interoperable data systems that enable standardised metrics and automated data exchange, enhancing visibility across the supply chain. Ideally, businesses should adopt data systems that integrate seamlessly with their partners’ existing technology infrastructure.

A shift beyond a compliance-driven mindset is essential. The wealth of sustainability data collected, particularly when enhanced by new technologies, presents significant opportunities for driving tangible change. For example, utilising RFID tagging at the manufacturing stage provides granular visibility into material composition throughout a product’s lifecycle, facilitating efficient sorting, segregation, and recycling at end-of-life, thereby advancing circularity principles. Leveraging data-driven insights and integrating innovative technologies enables informed decision-making to minimise environmental impact and contribute to a more sustainable future.

CITIZENS

The abundance of sustainability data presents a valuable opportunity to enhance transparency and empower stakeholders. However, realising this potential requires effective data synthesis and communication. By translating complex data into meaningful insights for value chain partners and consumers, businesses can foster a deeper understanding of sustainability performance and drive informed decision-making.

GOVERNMENT

Effective policymaking for sustainable fashion hinges on harmonisation, predictability, and stability. These elements provide businesses with the clarity and confidence needed to invest in a sustainable future.

Harmonisation with established regulatory frameworks, such as the EU’s sustainability regulations, is essential. While ambitious targets are important, policymakers should avoid creating unnecessary barriers for businesses. Overly burdensome or divergent regulations can hinder market access and stifle innovation. A balanced approach that aligns with global best practices while encouraging continuous improvement is key.

A predictable regulatory landscape is crucial. Policymakers must provide clear signals and timely communication regarding upcoming regulations and compliance timelines, enabling businesses to plan and adapt effectively.

Regulatory stability is also paramount. Frequent changes or last-minute revisions to regulations create uncertainty and disrupt business planning. Policymakers should strive for a stable and consistent regulatory environment that fosters long-term investments in sustainable practices.



## Breakout group discussion summary

The breakout group discussions address two key questions:

**Q1 What steps can UK businesses take now to navigate these complexities and ensure continued access to European markets?**

Navigating the evolving regulatory landscape requires a proactive and strategic approach. A clear understanding of current and anticipated regulations, such as the EU Ecodesign for Sustainable Products Regulation<sup>6</sup>, is crucial. Businesses should assess potential impacts, determine timelines for action, and plan necessary investments in technologies and resources. A comprehensive assessment of existing product portfolios, business models, and operational practices is essential for identifying immediate actions to enhance sustainability. Risk-based assessments can guide further action, prioritising efforts based on potential impact and regulatory developments.

Outsourcing sustainability initiatives can be a strategic approach for building internal expertise and capacity. Sustainability should be viewed as a material business consideration, with climate change presenting both financial risks and opportunities. Businesses must move beyond a compliance-focused approach and view sustainability investments as contributing to long-term resilience and value creation.

**Q2 What are the most significant points of divergence between UK and EU regulations that impact our business?**

Regulatory clarity and consistency are essential for driving sustainable business investment. Uncertainty hinders large-scale commitments, as businesses require a predictable operating environment. UK policymakers can create a more attractive investment climate by clearly communicating regulatory alignment with established frameworks. Addressing the “first-mover disadvantage” is crucial for encouraging early adoption of sustainable practices.

Policymakers can incentivise action through tax incentives, addressing double taxation on second-hand products, and supporting innovation in material science. Cross-industry and cross-value chain partnerships are essential for accelerating the development and adoption of sustainable solutions.

## Key emerging themes

- **Proactive sustainability integration:** Businesses are moving beyond a compliance-driven approach, proactively integrating sustainability into their operations and recognising its inherent value.
- **Data transparency and interoperability:** There is a growing emphasis on data transparency and interoperability within sustainable business ecosystems, requiring seamless information sharing through standardised metrics and automated data exchange.
- **Predictable and stable regulatory landscape:** Businesses require a regulatory landscape characterised by harmonisation, predictability, and stability to foster confidence and encourage long-term investments in sustainable practices.







# Student Fabric Initiative

The BFC Student Fabric Initiative is an annual deadstock donation programme, providing free, high-quality fabrics to students at BFC Colleges Council member universities. The initiative champions sustainability, creating a simple and efficient way for designer brands and universities to work together, providing practical support which encourages future talent to integrate deadstock into their creative practice.

For the fourth consecutive year, the BFC partners with the Materialist, a deadstock fabrics marketplace, which oversees all operations and distributes materials to 31 universities across the UK. Guests had the opportunity to vote for their favourite piece out of five selected BA and MA Fashion Design finalists, along with the chance to connect with the 5 students and find out more about their process.

Participating designers for 2025 included:

- Henry Hoppe - BA Fashion Design, Ravensbourne University
- Ivan Gonzalez - MA Fashion, Royal College of Art
- Millie Jowett, MA Fashion, Royal College of Art
- Qiai Wang - BA Fashion Design, Glasgow School of Art
- Sabrina Nieddu - BA Fashion Design with Business Studies, University of Brighton.

BA Fashion Design, The Glasgow School of Art, Qiai Wang, was the winner of the fifth iteration of the competition.

The BFC would like to extend a special thank you to the Materialist and this year's generous designer donors: Burberry, Edeline Lee, Jimmy Choo, Margaret Howell, Pritch London, Qasimi, Roksanda, and Simone Rocha.

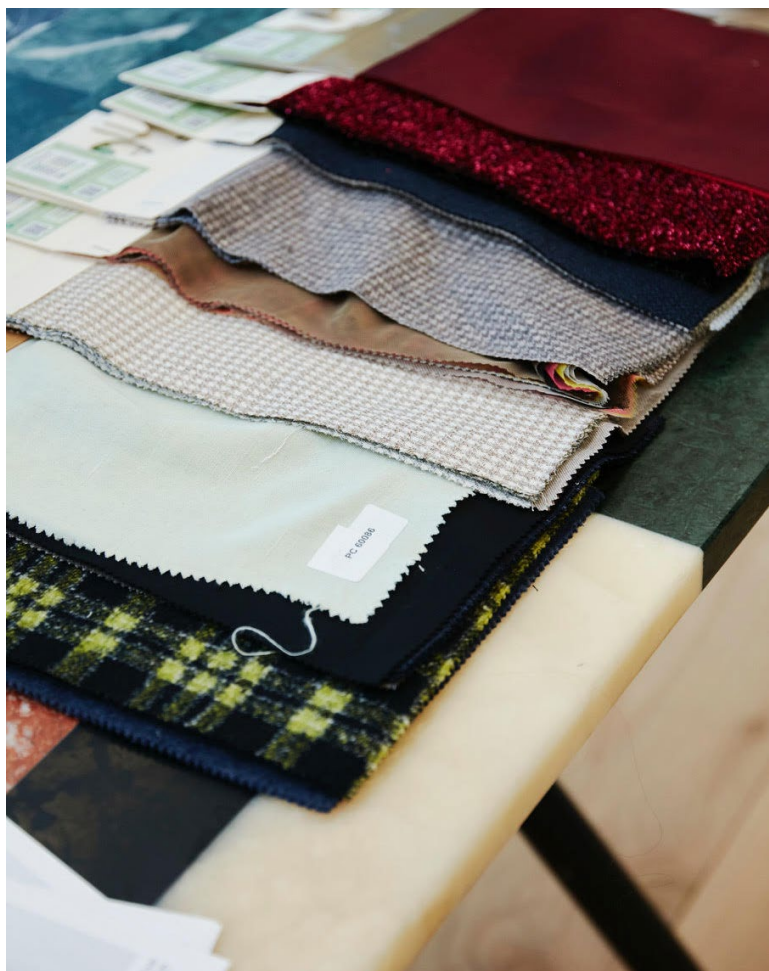




# Future of Fashion Innovation Showcase

The Future of Fashion Innovation Showcase highlights a set of innovators who are addressing key sustainability and responsible business challenges across fashion's complex value chain. This includes innovative materials, end-of-life solutions, digital software solutions advancing circular fashion, innovative resale platforms, and technologies and services extending garment life. Providing a glimpse into the future of fashion, the showcase returned with an in-person exhibition at the IPF Forum 2025.

- Design: Circkit
- Manufacturing: LaundRe, Robotics Living Lab
- Retail: Love the Sales
- Circular Business Models: Kapdaa, Madeby
- Transparency & Traceability: Fabacus
- Recycling: Epoch Biodesign
- End-of-life care: United Repair Centre





# Conclusions

The IPF Forum 2025 comes to a close at an inflection point: 10 years since the Paris Agreement and less than five years to go until 2030, a critical target year for the fashion industry to reduce its emissions and overall impact.

This year’s forum hosted several important conversations and the outputs of which show that there are still outstanding actions for all stakeholders: citizens, business, and government.

FOR BUSINESS

- A shift to circular business models is crucial
- Sustainability should not be confined to the boardroom but embedded through a company, across all departments and levels
- Transparent communication is needed from all businesses to ensure internal alignment and collaboration as well as employee upskilling and training

The various insights, innovations, and collaborations shared throughout this year’s event, highlight the powerful collective action already underway across the industry. While progress is clear, there remains a pressing need for continued commitment from every stakeholder group – citizens, businesses, and governments alike – to drive lasting and meaningful change.

**The BFC is proud to host the IPF Forum as a platform to unite diverse stakeholders and voices around a common purpose. We hope that the momentum built through IPF Forum inspires and guides the industry in the decisions made, partnerships formed, and solutions championed.**

FOR CITIZENS

- Transparent communication extends to external communications too, to ensure that consumers have the information required to make more informed decisions
- Behaviour change is a powerful lever for change – a cultural shift regarding ownership, advocating for repair and resale and overall conscious consumerism were all encouraged
- Everyone possesses the power to be an agent of change

FOR GOVERNMENT

- Regulatory stability and international alignment is critical for success as it provides businesses with the clarity and confidence needed to invest in a sustainable future
- Support for circularity must be evident from government and introducing legislation for a textiles EPR would be a concrete first step
- Supporting British businesses to implement EU Eco-design for Sustainable Products Regulation and the Digital Product Passport will be vital maintaining global competitiveness



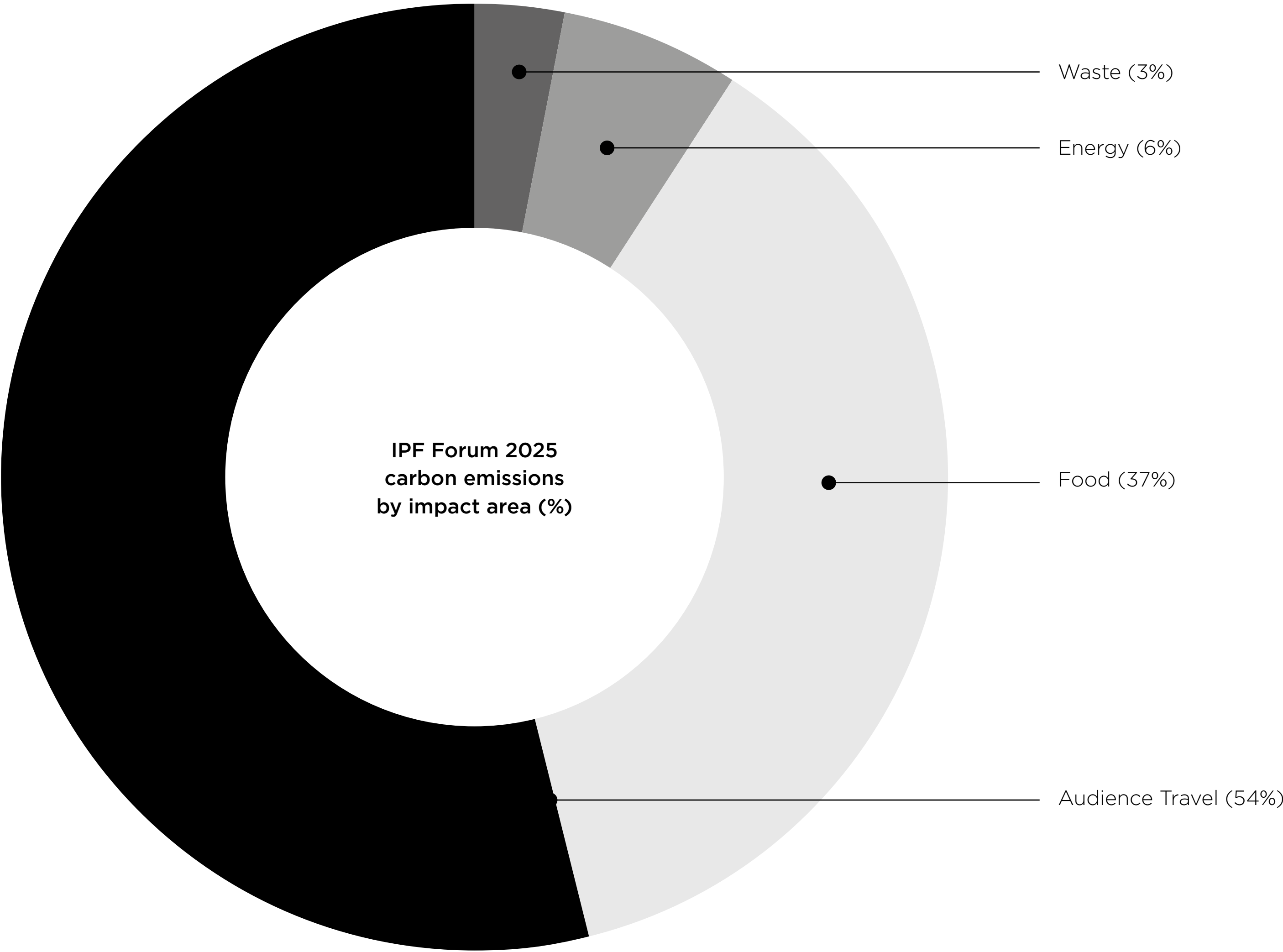


# Environmental impact of IPF Forum 2025

The carbon emissions calculations were carried out by Julie’s Bicycle Creative Climate Tools. The total emissions for the 2025 event were 1195.3 kg CO2e, or 4.1 kg CO2e per attendee (Table 1). The most significant impact area contributors were audience travel data (54%), followed by food (37%), energy (6%), and waste (3%).

The IPF has already made notable efforts to create a sustainable event, as evidenced by high-quality suppliers and the event’s minimal environmental footprint. The BFC aims to continue this approach through early planning, including making sustainability a standing agenda item throughout the process, maintaining consistent engagement with suppliers, and ensuring that a data collection and monitoring process is integrated into the event planning process.

The BFC intends to incorporate several recommendations for future events including, gathering more complete travel information, working with venues to get accurate energy usage data, embedding a sustainability policy as part of the supplier contract, reducing waste where possible, and working with suppliers to improve data where possible.





# Glossary

**Brands:** Producers of garments, who are responsible for the design and branding of products for the market.

**Circular business models (CBMs):** Such as clothing rental or subscription schemes, that minimise the material used and waste produced while maximising the value of materials and products by keeping them in use for as long as possible, if not permanently. These models promote a focus on the triple bottom line – people, planet and profit.<sup>7</sup>

**Circular design:** Designing products and services in line with the principles of a circular economy involves using sustainable materials, eliminating waste and pollution. The goal is to preserve the value of a product or service for as long as possible through design strategies such as upgradeability, repair, refurbishment, and reuse. When end-of-life is unavoidable, the focus shifts to maximising the sustainability of the process by designing for redesign, disassembly, and recycling. Circular clothing design specifically incorporates recycled and renewable materials, as well as designs for emotional and physical durability, reuse, repair, redesign, modularity, disassembly, and recyclability.<sup>8</sup>

**Circular economy:** An economic system that eschews traditional linearity and is built on the principles of designing out waste and pollution, keeping products and materials in use, and regenerating natural systems.<sup>9</sup>

**Circularity:** The concept of goods, services and systems adhering to circular economy principles and therefore being suitable for consistent circulation within the economy.<sup>10</sup>

**Closed-loop recycling:** A recycling system in which all the waste materials collected are converted into new materials that are of the same quality as the original input and can be reused in the same applications.<sup>11</sup>

**Consumers:** Individuals who purchase goods and services for personal use.

**Designers:** Individuals who produce designs for garments.

**Digital passports:** A means of providing specific information for manufacturing and materials through every step of the supply chain.<sup>12</sup>

**Ecodesign for Sustainable Products Regulation (ESPR):** A new regulation by the European Commission intended to improve EU products’ environmental sustainability, circularity, and energy performance.<sup>13</sup>

**Ecosystem:** A dynamic network of interconnected actors operating within a bounded geographical space.<sup>14</sup>

**The European Union’s sustainable and circular textiles strategy:** A new strategy by the European Commission aiming to make the production and consumption of textiles greener, more resilient, and more competitive.<sup>15</sup>

**Extended Producer Responsibility (EPR):** EPR schemes make producers responsible for the disposal of post-consumer products and their environmental impact. In this way, they are designed to incentivise producers to reduce waste through design and facilitate better waste management.<sup>16</sup>

**Government:** The Government of the United Kingdom of Great Britain and Northern Ireland.

**Green Claims Directive:** A proposal created by the European Commission with the aim of stopping companies from greenwashing, making false and or misleading claims about their products’ environmental benefits or impacts.<sup>17</sup>

**Infrastructure:** Both the ‘hard’ physical facilities and structures that underlie the operation of society and the ‘soft’ non-physical assets, including systems of government, education, and finance.

**Manufacturers:** Businesses focused on producing fibres, fabrics, or garments at a set cost for retailers, brands, and designers.<sup>18</sup>

**Mechanical recycling:** A recycling process in which machinery physically separates and deconstructs waste textile material, typically through a chopping and pulling process, into shredded fragments until a stage is reached at which fibres can be recovered individually.<sup>19</sup>

**Non-rewearable:** The state at which garments are no longer fit for being worn on the body by consumers and have therefore reached their end-of-life stage.

**On-demand manufacturing:** A manufacturing and distribution model that prioritises flexibility, as only the exact and distribution quantity of goods are produced at the point at which they are needed.

**Product circularity:** The concept of a product adhering to circular economy principles and therefore being suitable for consistent circulation and reuse by consumers and/or businesses.<sup>20</sup>

**Product passport:** A concept in which a dataset for a product would be maintained to track it throughout its entire lifecycle. The dataset would include information concerning components; constituent materials and their sources; disassembly procedures; and recycling procedures.<sup>21</sup>

**QR code:** A matrix barcode that is a machine-readable optical label, typically storing information, such as a website URL.

**Raw material circularity:** The concept of raw materials adhering to circular economy principles and therefore being suitable for consistent circulation and reuse by industry.

**Recycled inputs:** Synthetic or natural raw material that is derived from the recycling of used textiles and other fashion-related materials, and either suited to replacing virgin inputs for new clothing manufacturing or suited to use in alternative applications and industries.

**Recycling:** The process of collecting, sorting, and converting waste materials into new materials for them to be reused.



# Glossary

**Regenerative:** Enabling the preservation or enhancement of the planet’s resources and environment.<sup>22</sup>

**Reprocessors:** Businesses focused on reprocessing, typically through recycling processes to convert waste material to reusable and remerchandisable materials.

**Reverse logistics:** The process of moving goods from their typical final destination for the purpose of capturing value, or proper disposal.<sup>23</sup>

**Scope 1 emissions:** Direct GHG emissions occur from sources that are owned or controlled by the company, for example, emissions from combustion in owned or controlled boilers, furnaces, vehicles, etc.; emissions from chemical production in owned or controlled process equipment.<sup>24</sup>

**Scope 2 emissions:** Scope 2 accounts for GHG emissions from the generation of purchased electricity consumed by the company. Purchased electricity is defined as electricity that is purchased or otherwise brought into the organisational boundary of the company. Scope 2 emissions physically occur at the facility where electricity is generated.<sup>25</sup>

**Scope 3 emissions:** Scope 3 emissions are a consequence of the activities of the company but occur from sources not owned or controlled by the company. Some examples of scope 3 activities are the extraction and production of purchased materials; transportation of purchased fuels; and use of sold products and services.<sup>26</sup>

**Sustainability:** The state in which we can meet all of our needs within the ecological boundaries of the planet. These needs range from minimum standards for education, housing, social equality, income, and health to the basic provision of food, water, and energy. Meeting them within the ecological boundaries of the planet means that we must stop damaging and demanding too much of our planetary environment.<sup>27</sup>

**Sustainable development:** As defined by the Brundtland Report (1987): “[...] development that meets the needs of the present without compromising the ability of future generations to meet their own needs”.<sup>28</sup>

**Synthetic fibres:** Fibres that are produced through chemical synthesis, as opposed to natural fibres (plant-based or animal-based) obtained from naturally occurring sources.

**Waste Framework Directive:** A framework establishing basic principles of waste management, including concepts and definitions related to waste management, recycling, and recovery.<sup>29</sup>

**Zero-waste manufacturing:** A manufacturing model that, in designing and assembling products, focuses on reducing and eliminating toxicity and waste throughout the process.



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